**Creation & Marketing**

**Phase 6 – Media Factory: Media Generation (Image, Video, Music, Narration)**

*(Estimated elapsed time ≈ 20 minutes — 18 min online creation running in parallel, ~2 min coordination)*

**Why We’re Doing This**

Your hero concept is only as convincing as the sensory experience around it. In this phase you’ll manufacture a **mini media kit**—hero image, brand jingle, and narrated voice-over—that will power your explainer video, website, investor teaser, and social posts. By running the three generation tracks in parallel you can operate like an in-house creative agency, compressing days of design into minutes.

**Resources You Need**

| **Track** | **Tool(s)** | **Inputs** |
| --- | --- | --- |
| **5A Hero Image** | Sora | Concept data from concept.txt + brand colors |
| **5B Music Bed** | Suno.ai | Brand adjectives & vibe |
| **5C Narration & Voice** | ChatGPT (script) → ElevenLabs (voice) | statistic & pull-quote from Science\_Evidence.pdf, concept value prop |

Multiple team laptops should be logged into the respective services; different groups of teammates can “own” each track.

**Decision Box 🗳️ – Creative Choices (5 shared decisions)**

1. **Visual style** – e.g. Photoreal vs. stylized illustration.
2. **Perspective** – e.g. Close-up product glamour shot vs. interaction scene.
3. **Music genre** – Whatever you want
4. **Voice persona** – e.g. Friendly parent, energetic coach, or trusted expert.
5. **Stat to feature** – Select one jaw-dropping statistic from Section B of Science\_Evidence.pdf.

Agree on these before splitting tracks.

**Step-by-Step Flow**

**Tip:** Assign one teammate to each track (A, B, C) so the three outputs finish roughly together.

**6A Hero Image (Sora) – ≈ 3 min online**

| **Step** | **Action** |
| --- | --- |
| 1 | Open Sora, select image, → you prompt.(select what aspect ratio you want and do 4v (that’s 4 versions at once).  A screenshot of a phone  AI-generated content may be incorrect. |
| 2 | Prompt for a hero image of your top product or service. Send it a few time for lots of options, change and refine your prompt until you get what you want. |
| 3 | Generate many variations → pick best, download. |
| 4 | Change the name to hero.png to project folder. |
| 5 | Bonus: Switch the video and prompt videos you might want to use somewhere in your website. Sora’s videos are better right now for conceptual video and less for pure realism. |

**6B Music Bed (Suno.ai) – ≈ 4 min online**

| **Step** | **Action** |
| --- | --- |
| 1 | Open Suno → “Create” in the side bar. If you click “Simple” you can just describe the style you want it in and what you want it to be about. Experiment a bit (you don’t have unlimited tries for free). Try for 10 different prompts. You can also click “custom” and have it make a song to your own lyrics which you can write or have a different AI write for you, etc. |
| 2 | Make a **Music Prompt that matches your company’s brand** |
| 3 | Generate (≈ 2 min). |
| 4 | Choose best version → download and rename as jingle.mp3. |

**6C Narration Script & Voice (Claude → ElevenLabs) – ≈ 6 min online** (\*Revising)

| **Sub-step** | **Action** |
| --- | --- |
| **Script** | Open Claude. Prompt it to give you a script for a website voice overview (see example **Script Prompt** below) with stat & pull-quote. Copy output text. |
| **Voice** | ElevenLabs → “Go to App” (top right) → “Instant Speech” → Select your voice. Explore around a bit in the voice library, then paste script. Generate Speech → download and rename to voiceover.mp3. |

*Script Prompt Example (adjust however you want)*

**PURPOSE:** Create an engaging 60-second voiceover script that introduces our company's solution in a way that builds trust, demonstrates value, and motivates action. This script should work as background narration on our website, over promotional videos, or as standalone audio content.

**SCRIPT REQUIREMENTS:**

Write a 60-second narration introducing \*\*{{CONCEPT\_CODE}}\*\*, our new {{SECTOR}} solution.

• Hook potential customers in the first line using this statistic: "{{SELECTED\_STATISTIC}}".

• Weave in this expert pull-quote for credibility: "{{PULL\_QUOTE}}".

• Describe one key interactive feature and expected benefit in ≤ 25 words.

• End with a rousing call to action (<15 words).

Tone: {{VOICE\_PERSONA}} (warm, encouraging, trustworthy).

Output plain text only.

**6d Website Copy (Claude ) – ≈ 6 min online**

|  | **Action** |
| --- | --- |
| **Plan website copy and prompt** | **Team:** Briefly discuss your main goals for the website copy. Think about: Who is your precise target audience (from your Hero\_Concept\_Detailed\_Brief.docx)? What's the #1 thing they should learn or feel? What action do you want them to take? Start outlining your prompt for Claude based on this. |
| Create Prompt | Write a detailed prompt for Claude. Instruct it clearly to:  • **Act as an expert copywriter** specializing in [Your Company's Sector] with the goal of engaging [Your Specific Target Audience from brief].  • **Use the uploaded documents as its sole source of truth:** Hero\_Concept\_Detailed\_Brief.docx for all product/service details, benefits, brand voice (your Adjectives), and target audience; and Science\_Evidence.pdf to incorporate relevant statistics or findings for credibility.  • **Generate specific labled copy elements:** e.g., "Main Headline," "Engaging Sub-headline," "Introductory Body Copy (2-3 paragraphs solving the user's need with your Hero Concept)," "3-5 Benefit-Oriented Bullet Points (linking features to user gains, using evidence where possible)," and a "Persuasive Call to Action."  • **Match your brand's tone:** e.g., "The tone should be [Your Brand Adjective 1], [Your Brand Adjective 2], and [Your Brand Adjective 3]." |
| Generate in Claude | Open **Claude** → Upload your Hero\_Concept\_Detailed\_Brief.docx AND Science\_Evidence.pdf files → Paste your team's carefully crafted prompt into Claude → Hit Generate. |

**6e Downloadable Podcast – NotebookLM – ≈ 6 min online**

|  |  |
| --- | --- |
| **Sub-step** | **Action** |
| **1. Setup Notebook** | Open **notebooklm.google.com** → Click **+ New Notebook**. Rename it. |
| **2. Add Key Sources** | Click **+ Sources** → Upload your Science\_Evidence.pdf file. If you have other relevant text documents (like an explainer video script), upload those too. Let NotebookLM process them. |
| **3. Generate Podcast Script & Audio** | Click “Audio Overview.” This will take a couple of minutes to complete and be available. |
| **4. Download Audio** | When the audio generation is complete, find the **Download** option in NotebookLM for the audio file → Download it. → Rename the file to podcast.mp3 and save it in your project folder. |
|  |  |
|  |  |

**Completion Checklist: You now have**

| **Asset** | **File name** |
| --- | --- |
| Hero Image | hero.png |
| Brand Jingle | jingle.mp3 |
| Narration Audio | voiceover.mp3 |
| Website Copy Draft | copy.txt |
| Podcast | Podcast.mpe |

**How We’ll Use These**

* hero.png – hero section of website & video first frame.
* voiceover.mp3 – narration track for Runway storyboard.
* jingle.mp3 – background layer in video, plus “Play Jingle” button on site.
* Copy.txt – the main source for the website copy when building the website

**Success criteria:** each file exists, matches brand adjectives & colors